

ESSEX COUNTY LATINOS FOR CLINTON
AGENDA FOR NOVEMBER ELECTION

INTRODUCTION

THE LATINOS IN ESSEX COUNTY COMPRISE APPROXIMATELY 1% OF THE POPULATION (CENSUS 1990). THIS IS A SIGNIFICANT PORTION OF THAT CITY WHEN FURTHER BROKEN DOWN BY TOWNS. FOR EXAMPLE, THE SEWARE LATINO POPULATION IS 2% OF THE TOTAL POPULATION.

OVER THE PAST 14 YEARS THE PARTICIPATION OF LATINOS IN THE ELECTORAL PROCESS HAS GROWN STEADILY AND PRESENTLY PLAY A SIGNIFICANT ROLE IN THE ELECTION OF DEMOCRATIC CANDIDATES IN COUNTY ELECTION. IT IS PROJECTED THAT CERTAIN WARD IN THE CITY OF SEWARE SUCH AS THE NORTH WARD WILL CLEARLY BE DETERMINING THE WINNERS IN THE 1994 MUNICIPAL ELECTIONS.

AS SUCH EFFORTS TO HARNESS THE FASTEST GROWING POPULATION IN THE COUNTY AS IT RELATES TO VOTING AGE AND NATURALIZED THOSE SEEKING CITIZENSHIP IS VITAL AND SHOULD BE THE IMPERATIVE TO THE DEMOCRATIC PARTY.

FURTHERMORE, REGISTRATION AND "GET OUT THE VOTE " EFFORTS TARGETED AT NEW VOTERS IN THIS COUNTY CAN PLAY A PIVOTAL ROLE IN UPRISING THE REPUBLICAN ADVANTAGE THAT HAS BEEN THE NORM IN PRESIDENTIAL ELECTIONS IN NEW JERSEY OVER THE PAST 12 YEARS.

THE GOAL OF THE ESSEX COUNTY LATINOS FOR CLINTON WILL TO ADDRESS THESE TWO OBJECTIVES OVER THE NEXT FIVE MONTHS LEADING TO THE PRESIDENTIAL ELECTIONS. THE PROPOSED REQUEST OUTLINES THE METHODOLOGY TO ACCOMPLISH THIS TASK.

VOTER REGISTRATION

1. NEIGHBORHOOD TARGETS:

THERE WILL BE ESTABLISHED A COLLABORATION WITH LATINO COMMUNITY ACTIVISTS FROM SEWARE, BELLVILLE AND DUNSTON TO TARGET SPECIFIC WARD IN THESE CITIES WHERE THERE ARE PRIME LATINO DISTRICTS WITH THE FOLLOWING STRATEGY IN MIND:

- A. DOOR TO DOOR REGISTRATION AND CANVASSING IN KEY NEIGHBORHOODS
- B. IDENTIFYING LATINO SENIOR CITIZEN BUILDINGS AND PROGRAMS
- C. SETTING UP VOTER REGISTRATION SITES AT KEY EVENTS OVER THE NEXT TWO MONTHS WITH A MAJOR MOBILIZATION EFFORT TO BE CONDUCTED AT THE PUERTO RICAN DAY PARADE WHICH ATTRACTS OVER 100,000 LATINOS EACH YEAR.
- D. COMPUTERIZE LIST OF REGISTRANTS FOR FOLLOW UP.

IN ORDER TO ACCOMPLISH THIS THE LATINOS OF BAKER WILL RECRUIT AND TRAIN A MINIMUM OF 25 WORKERS TO DEPLOY TO EACH INITIATIVE. THE SKITS WILL BE PROVIDED IN ORDER TO INSTILL PRIDE IN THE WORKERS AND TO DEMONSTRATE TO THE COMMUNITY AT LARGE THE VISION OF COLLECTIVE EFFORT ON BEHALF OF CLINTON WHICH IN TURN WILL KEEP THE CANDIDATE'S NAME IN THE FOREFRONT OF THE LATINO COMMUNITY.

GET OUT THE VOTE:

THE BAKER LATINOS WILL DEPLOY A VERY ORGANIZED PLAN OF ACTION FOR GETTING OUT THE VOTE THAT WILL BE IMPLEMENTED IN THE FOLLOWING MANNER:

- A. DISTRICT CAPTAINS WILL BE ASSIGNED TO COVER TARGETED DISTRICTS WITH THE RESPONSIBILITY OF FOLLOWING UP WITH LATINO VOTERS IN THOSE AREAS THAT THEY HAD CANVASSED.
- B. A PHONE BANK WILL BE ESTABLISHED WITH A POOL OF CALLERS CONTACTING LATINO VOTERS. THESE CALLERS WILL BE SUPPLIED WITH BOTH DISTRICT SHEETS AND INDEX CARDS INDICATING TIME THAT VOTER INDICATED THAT THEY WOULD BE VOTING. THESE CARDS WILL BE PROVIDED BY STREET CHALLENGERS WHO WOULD HAVE GOTTEN THAT INFORMATION DURING THEIR NEIGHBORHOOD CANVASSING.
- C. TRANSPORTATION VEHICLES WILL BE DEPLOYED TO TAKE VOTERS TO POLLS, PICK UP AND TRANSPORT POLL WORKERS, TRANSPORT INDIVIDUALS TO COUNT AS NEEDED.
- D. CHALLENGERS WILL BE RECRUITED AND TRAINED TO WORK IN POLL SITES
- E. A POOL OF LATINO LAWYERS WILL BE RECRUITED TO DEAL WITH ANY CHALLENGES THAT MAY ARISE.

BALLY

A BALLY WILL BE HELD ON ELECTION EVE FOR WORKERS TO COLLECT MATERIALS FOR DISTRIBUTION AT POLL SITES. IN ADDITION A CANASTA WITH SOUND SYSTEM WILL BE MORGILIZED IN ALL THREE CITIES THE SUNDAY BEFORE THE ELECTION TO ENERGIZE THE COMMUNITY. THIS IS A METHOD UTILIZED IN MANY LATIN AMERICAN COUNTRIES AND ONE THAT WORKS VERY EFFECTIVELY WITH LATINOS.

COORDINATION:

THE COORDINATORS FOR THE BAKER COUNTY LATINOS FOR CLINTON WILL BE MARIA VICARROÑE-DEBOTO AND CARMEN ROSCO, BOTH OF WHOM HAVE EXTENSIVE EXPERIENCE IN CAMPAIGNS IN THE LATINO COMMUNITY AND WITH THE STANDARD DEMOCRATIC PARTY.

THESE TWO WOMEN ENJOY BROAD BASED RECOGNITION AND OUTSTANDING REPUTATIONS AS LATINO LEADERS. THEY WILL BE ABLE TO GET THE COMMITMENT OF THE OTHER COMMUNITY ACTIVISTS TO PARTICIPATE IN THIS Endeavor.

BUDGET

VOTER REGISTRATION EFFORTS:

TREASURERS (100)
DISTRICT SHEETS
BAND MAPS
REFRESHMENTS FOR WORKERS AFTER EACH EFFORT
PAYMENTS TO INDIGENT WORKERS
FAXING MATERIALS/SUPPLIES
SUNDRIES
BUSES
TOTAL (approximately)

\$ 1300

GET OUT VOTE:

PERCHASE OF REVERSE DIRECTORY
CAR
VAN RENTAL
SOUND SYSTEM FOR CARRAN
SOUND SYSTEM FOR ELECTION DAY
FOOD FOR WORKERS
PAY FOR INDIGENT WORKERS
BUSES
TELEPHONE

TOTAL (approximatley)

\$ 7500.

GRAND TOTAL

\$ 8800